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By **Marshall Kirkpatrick** / December 14, 2010 7:45 PM / [22 Comments](#)



The business end of Twitter has **revamped its website tonight** and it now includes a form that companies can use to express interest in purchasing Promoted Accounts, Promoted Tweets or Promoted Trends.

Would-be advertisers are asked to select from 5 categories of monthly ad budget, ranging from below \$10k through over \$100k, and choose whether they would like their campaigns to begin in 1 to 4 weeks, 1 to 3 months or 3 months from now. This may be the real time web, but real-time advertisers, apparently, are still best advised to pick up the phone with credit card in hand. The ad buying page is so fresh and new that the "thank you" page you're sent to after completing the form just shows a *page not found* error.

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CrisisCommons Gets Funded \$1.2 Million for Crisis Response 2.0

By **Marshall Kirkpatrick** / December 14, 2010 11:22 PM / **0 Comments**



The disaster response network **CrisisCommons** announced today that it has been funded to the tune of \$1.2 million from the Alfred P. Sloan Foundation. CrisisCommons is the organization behind scores of CrisisCamps in locations around the world, informal gatherings where technologists have developed mobile, data, analysis, mapping and other tools to use in response to crisis.

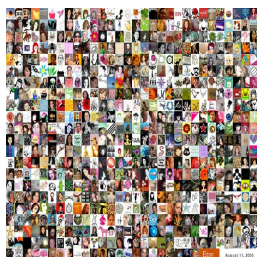
What began as an idea at the Government 2.0 unconference in the Spring of 2009, then became a global network of open source crisis response technology hackers aimed at responding to the earthquake in Haiti, floods in Pakistan and the Gulf Oil Spill, is now a formally funded organization.

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3 Tips for Engaging Online Communities with Data Visualization

By **Alex Williams** / December 14, 2010 9:00 PM / **2 Comments**



Data visualization is a medium for understanding information that had previously been the domain of scientists and researchers.

Today, due to the amount of data available, there is an increasing need to find new ways of understanding what the information means that is available through social networks and throughout the Web.

Engaging Online Communities is a report we published this week that explores ways to engage with customers. it looks at the tools available

to engage, collect and analyze information.

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CouchOne's J Chris Anderson On Decentralizing Twitter - And the Rest Of the Web

By **Klint Finley** / December 14, 2010 6:00 PM / **1 Comments**



J Chris Anderson, CFO of **CouchOne**, has been hosting a curious CouchApp on his personal site: **Twebz**. Twebz is a "decentralized Twitter client." We were curious about what that meant, so I did an interview with Anderson about the project. He says it's a just a demonstration of what CouchApps are capable of. But it also hints at what CouchDB is really trying to accomplish: a radical re-architecting of the Web into a more decentralized system. Read on for the full interview.

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3 New Browser Tools You Should Know About: Embedly, Cortex, Readon.ly

By **Marshall Kirkpatrick** / December 14, 2010 5:15 PM / [6 Comments](#)

 32  244  0  1

The browser is a beautiful thing, but it can be made so much better with the right tools. In the screenshot posted here, you can see new two tools in action - both of which you should check out right away.

What you're looking at in that image is the page for a single Tweet, viewed using the **brand new Chrome browser extension** from **Embed.ly**, which displays embedded previews from 165 different publishing platforms and previews of any web link posted on Twitter. It's a must-have. Overlaid on top of that? The rapid sharing tool **Cortex** - probably the fastest way to post links to Twitter, Facebook, Instapaper and Tumblr. Click your mouse, hold for two seconds and that circle shows up. Move over one of the sections and you're on your way to sharing a link.

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Are Entrepreneurs Born or Made?



By **Audrey Watters** / December 14, 2010 5:02 PM / [3 Comments](#)

 16  341  0 



It's a longstanding debate: are entrepreneurs made or born? In other words, are certain people just naturally inclined to become entrepreneurs? Or are there particular skills and training afforded by (business) schools that can make you (to misquote Daft Punk) smarter, better, faster, stronger?

"Born or made" - that was the subject of a talk given by Jose Ferreira, founder and CEO of adaptive learning, test-prep company **Knewton** at the recent "**Silicon Valley Comes to Cambridge**" event.

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London Underground API Returns Thanks to the Cloud



By **Klint Finley** / December 14, 2010 3:05 PM / [0 Comments](#)

 3  10  0 



Transport for London (TfL) has relaunched its API using **Microsoft Azure**. Last June, TfL released an API that enabled developers to build tools such as a **live London Underground train tracker**. Unfortunately, the API was a victim of its own success: the service had to be shut down **less than a month later** due to the strain the enormous number of API calls were placing on TfL's servers. **The Guardian** reports that the API is back, and the live train tracking with it.

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Appeals Court Rules Police Need a Warrant Before Reading Email

By **Audrey Watters** / December 14, 2010 2:45 PM / **0 Comments**

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The Sixth Court of Appeals handed down an important decision today, ruling that police must obtain a search warrant before going through emails stored by an Internet Service Provider. The case, *United States v Warshak*, is the first in which the court specifically addresses the question of whether or not the Fourth Amendment applies to email communications.

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Berkman Plans Digital Public Library of America

By **Curt Hopkins** / December 14, 2010 2:00 PM / **4 Comments**

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Harvard Law's **Berkman Center for Internet and Society** has announced a "research and planning initiative" to construct and open a so-called digital public library.

With the backing of an **Alfred P. Sloan Foundation** grant, Berkman will bring together a large group to help "define the scope, architecture, costs and administration" of an online library of unusual scope.

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What if Operation Anonymous Attacked City Infrastructures & Power Grids?

By **Marshall Kirkpatrick** / December 14, 2010 1:33 PM / **14 Comments**

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This month's online struggles between Wikileaks supporters participating in the ephemeral group called Anonymous and international corporations like Visa, Mastercard and PayPal, who have stopped allowing their customers to donate money to Wikileaks, have brought electronic disruptions like Distributed Denials of Service (DDOS) to the forefront of peoples' minds all over the world.

DDOS attacks happen **daily**, but these politically motivated instances are easy to imagine becoming more common in the future. What happens, though, when the network of the future is made up not just of websites to block, but infrastructure like power grids and traffic management systems? Smart grid and Internet of Things networks of the future would be a very different context in which to consider actions like Anonymous' online mischief making.

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The Spoken History of Rural Britain Goes Online

By **Curt Hopkins** / December 14, 2010 1:00 PM / **2 Comments**

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George Ewart Evans, the pioneer of British oral history, collected 250 recordings of around 170 individuals born largely in the 1880's and '90s. That collection is now accessible online via the **British Library**, pioneers in their own right.

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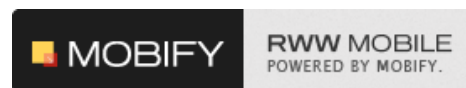
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The [George Ewart Evans Collection](#) "document(s) rural life and agricultural work in the late nineteenth and early twentieth century, folk beliefs about animals, medicine and witchcraft, folk and popular songs."

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Apache Software Foundation Launches "Apache Extras" Site to Support Open Source Innovation

By [Audrey Watters](#) / December 14, 2010 12:40 PM / [0 Comments](#)

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The [Apache Software Foundation](#) (ASF), the non-profit organization responsible for the support of Apache open source projects, has launched a new site called "[Apache Extras](#)." Hosted on Google Code, the site will house code that's associated with Apache-related projects that are not part of the ASF's more than 80 top-level projects or part of the [Apache Incubator](#). The site will help support and highlight the community working on open source projects that are related to or built with Apache Project technology.



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Firefox Creative Lead Leaves to Launch Stealth Healthcare Startup

By [Marshall Kirkpatrick](#) / December 14, 2010 12:24 PM / [1 Comments](#)

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Aza Raskin, the eccentric lead designer at Mozilla's Firefox, announced today that he's leaving his position to co-found a startup in the healthcare market with mobile entrepreneur [Sutha Kamal](#) and at least one still-unnamed co-founder.

Already well funded by undisclosed investors, Raskin says the company, called [Massive Health](#), will bring a User Experience designer's sensibility to healthcare. "With health-care costs rising faster than inflation, a crisis is on the horizon," he writes in [a blog post](#)

announcing the move. "We need to apply cognitive psychology, the principles of design, and tighter feedback loops to our own health. Health care needs to have its design Renaissance, where products and services are redesigned to be responsive to human needs and considerate of human frailties."

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P&G Washes Its Hands of Soap Operas and Dives into Social Media

By [Curt Hopkins](#) / December 14, 2010 12:00 PM / [5 Comments](#)

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Procter and Gamble, the company that gave "soap operas" their name, has withdrawn its sponsorship of the last daytime TV show. After 77 years of advertising its Tide detergent and Ivory soap on shows like "Guiding Light" and "As the World Turns," P&G is going online, specifically it is focusing on the social web.

The company is not deserting TV altogether, at least not yet, but the amount of money it is still spending on television commercials is nominal, and its push online is substantial.

Does Your "Pen" Sound Like "Pin"? Google Voice Search Learns with Personalized Recognition

By **Mike Melanson** / December 14, 2010 10:43 AM / [2 Comments](#)

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It can really feel like you've stepped into the future when you pick up your smartphone, hold it to your face and search for something simply by speaking. When you ask for "car parking" with a thick Boston accent, however, Google might think you're searching for the late great Tupac

Shakur and the future suddenly seems a little less bright. Luckily, Google has introduced **personalized voice search**, which hopes to account for any number of variations in how we say what we say.

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